

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Friday, June 8, 2018 – 10:00 am – 12:00 pm
Powder Mountain Skylodge
6965 E Powder Mountain Road
Eden, UT 84310

1. **Welcome & Introductions: Lance Syrett, Chair - (10:00 am)**
Mark Schroetel, General Manager, Powder Mountain
2. **Approval of Minutes - (10:20 am)**
3. **Managing Director Report: Vicki Varela - (10:25 am)**
4. **Marketing Committee Report: (10:35 am)**
 - **Winter Ad Effectiveness and Research Update – Dave Williams**
 - **Winter 2018-19 Strategy – UOT/Struck/Love**
 - **2018 3-Season Update – Struck/Love**
5. **UTIA Update: Kaitlin Eskelson - (11:15 am)**
6. **Annual OPMA Training: Alison Garner – (11:30 am)**
7. **New Business/Public Comment - (11:45 am)**

Meeting adjourned – The next board meeting will be held August 10, 2018 at the Marmalade Library located at 280 W 500 N, Salt Lake City, UT 84103.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state